

# EASTER



SUNRISE SERVICE  
HOLLYWOOD BOWL

B. EARL McGINNESS.



## Sunrise on the Hills

I stood upon the hills, when Heaven's wide arch  
Was glorious with the sun's returning march  
And woods were brightened and soft gales  
Went forth to kiss the sun-clad vales.

\*       \*       \*       \*       \*

If thou art worn and hard beset  
With sorrows, that thou would'st forget  
If thou would'st read a lesson that will keep  
Thy heart from fainting and thy soul from sleep,  
Go to the woods and hills! No fears  
Dim the sweet look that nature wears.

—*Henry Wadsworth Longfellow.*

# Hollywood Chimes

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Hollywood, California

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## The Hollywood Community Chorus

Twenty-two years have passed since a small group gathered together in an assembly room in the Hollywood Library to form the Hollywood Community Sing. War had been raging for three years in Europe and in the last six months of that time the United States had been drawn into the conflict. Hearts were heavy and anxiety filled the minds of everyone, but music and its charms could at least temporarily assuage those fears and lighten hearts. Under those circumstances the Sing was started and from the beginning accomplished its purpose by being truly a Community Sing.

Except for the first five weeks of these years, Mr. Hugo Kirchhofer has been the devoted director of the Sing. His enthusiastic leadership continues to inspire all those who are privileged to sing under his direction. Inez Jacobson has been accompanist for this organization almost from its inception. Her gracious personality and perfect accompaniments are invaluable assets to the Sing.

The Sing, more formally known as the Hollywood Community Chorus, now meets in the auditorium of the Woman's Club of Hollywood every Tuesday evening from September until June at 7:45. A typical evening consists of the opening ceremony of singing two verses of "America," followed by forty-five minutes of community singing under Mr. Kirchhofer. Numbers ranging from simple ballads through operatic numbers to excerpts from great symphonic works are sung by those who come to the Community Chorus. As can be readily seen, there is no fixed choral group as the personnel of each meeting is different, but all

who come and can sing do, and those who can't, enjoy listening. The meetings are open to the public and all are welcome. After the community singing, newcomers are introduced and then the featured artist of the evening is presented.

Hundreds of the greatest artists from all fields can be found on the roster of those who have delighted the audiences of the Sing. After the program and announcements of ensuing programs the strains of the national anthem, "The Star Spangled Banner," pour forth from grateful hearts.

The Hollywood Community Chorus serves a greater purpose than just bringing together hundreds for an evening of communal song. From the ranks of the Sing come workers for every worthwhile community project. The great Hollywood Bowl, so successful now that its humble beginnings are forgotten by all but a few, was started by a group from the Sing. The Bowl has grown far beyond the expectations of those first inspired workers, but contributions of labor and service still come from the members of the Sing. The Easter Sunrise Service was first organized and sponsored by the Sing. Reading the lists of committee members of the Sunrise Service is like reading the membership list of the Hollywood Community Chorus. The spirit of this organization has always manifested itself in the desire to cooperate in all the cultural activities in the life of Hollywood.

It has not been as easy to carry on the necessary business affairs of the Hollywood Community Chorus since Hollywood has grown up into the glamorous city of radio and films. There is still a need for the

(Continued on page 10)

## Cultural Hollywood

This beautiful and awe-inspiring Hollywood Bowl in which we worship today, reflects through its very existence a community spirit that has been a powerful factor in the cultural development of Hollywood. While the glamour and wealth of the motion picture industry have given to the rest of the world one conception of Hollywood, the untiring efforts of those who pioneered in this Valley of the Cahuengas to develop a worthwhile community life, have given to thoughtful residents a concept of Hollywood that places the cultural development of all above the worldly achievements of a few.

The determination of the early settlers to build a wholesome home community crystallized in 1903 when the Hollywood Board of Trade was organized to further the activities in that direction. One of the first steps was to create the City of Hollywood in that year. Schools and churches grew rapidly in number and activities, and records of that time testify to the general high character of the people who founded the community of Hollywood, which was then apparently destined to be primarily a "city of homes."

The first issue of the Hollywood "Citizen," which appeared on April 2nd, 1905, announced the meeting of about twenty women who were determined that Hollywood should have a Public Library. It wasn't long before Hollywood had its library, but only after these women

had formed the Hollywood Women's Club, an organization which has ever since played a leading role in the cultural advancement of the community.

There have been many other organizations whose influence has been reflected in continued advancement of Hollywood as a cultural center. Since the rapid growth of Hollywood brought about its union with the City of Los Angeles in 1910, many of its activities in this direction have been linked with similar projects of the City as a whole, such as the splendid "Symphonies Under the Stars" that are held in this same natural cathedral each summer.

Then there has been the Hollywood Community Sing, which was organized during the War, and whose leaders have waged a ceaseless battle to maintain the high standard of music appreciation we enjoy today. No attempt will be made here to name them all, but each club in its way has strived to uphold the composite ideal.

Rather, it is more our desire now to focus attention on what has been accomplished, to point with pride to Hollywood, the city of homes, where all may share in the rich cultural life that has been enhanced by motion picture and radio activities, and made possible by those high-minded citizens who have given us an invaluable heritage of appreciation of the finer things in life.

—Boyd Zacharias.

### ACKNOWLEDGMENTS

|   |                          |
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## Hollywood Bowl

It was the original plan to develop an art center in the Hollywood Bowl property long before it became known as the "Hollywood Bowl," which name has carried its fame all over the world. The development of these plans step by step seems more like an impossible dream about to become true in its entirety.

The original idea as borne out by the first Articles of Incorporation calls for the development of a large open-air theater surrounded by small theaters, classroom accommodations, buildings for the teaching of more advanced ideas of the arts, accommodations where students could be cared for during lecture seasons, etc. Such arts as painting, designing, music, drama and many more were included in the plan.

Strange as it may seem, the hardest part of the development was undertaken first, namely the construction of an open-air theater accommodating 20,000 seats, with an over-crowd as high as 30,000 at Easter services. The completion of this undertaking is well known, and today we can view with pride an open-air theater second to none, with stage, moveable shell, dressing rooms, music library, ample comfort stations for capacity attendance, parking accommodations for 1,100 cars, all on the Bowl premises, adequate and safe accommodations for pedestrians through modern tunnels to and from street cars and main thoroughfares.

At the present time there is under construction an enclosed, modern tea house that will accommodate 250 and a beautiful garden adjoining that will care for an additional 500, with a modern kitchen that will make for the rapid and satisfactory service of 750 people.

Aside from a year-round service, this improvement will be available for breakfast clubs, evening assemblies, service clubs, and many groups who will meet in the interest of the further development of the Hollywood Bowl ideas. Adjoining the tea house and garden there will soon be completed a modern sandwich and cold drink stand for the comfort and pleasure of the larger crowds during the summer season.

There is being constructed a very beautiful art project, consisting of fountains, pools, planting and sculptured figures symbolical of music, drama, etc. This improvement is being sponsored and developed by the W.P.A. Art Project, and is the most pretentious development of its kind yet undertaken in Southern California and will not only beautify the right side of the entrance to the Bowl, but will further advance the original ideas planned for the ultimate development of this great undertaking. The Hollywood Bowl is being presented with this improvement at no expense to the Association.

So much for what has been accomplished to date. Now, what about plans for the future?

We are no longer disturbed in the caring of the comforts of large crowds, and it follows that the smaller groups will also be accommodated through the same improvements. Therefore, the further development of the Bowl should consist of adding buildings at different locations to house other activities. For example:

A small community theater with a seating capacity of not over 500 for the development of drama and to be used for lectures having to do with many of the arts.

Another building to be used as a workshop, wherein the designing of costumes and sets may be taught, such costumes and sets to be used during many of the productions throughout the various seasons. The cost of productions would be materially reduced through such an arrangement.

An administration building is also badly needed, as the business of the Hollywood Bowl will expand as time goes on to where many employees will be needed the year 'round.

The next building that is needed to round out this great cultural center is an auditorium, which could be located south of the tea house now under construction, that will seat 3,000 or 3,500, for winter use or when the open air theater cannot be utilized. The pedestrian tunnel, street car accommodations, parking for 1,100 cars on Bowl property, and the other Bowl developments, indicate the Bowl as a proper location for such an auditorium, in addition to the opportunity of taking advantage of County-owned property where low cost of operation will result.

It will be noted that when the above has been finally completed an educational center on a non-profit basis has been created, free of debt and taxes, where the finest training can be offered to talented people at a nominal cost—truly a develop-

ment worthy of the support of all of the citizens of America. With such an institution it is not unlikely that many endowment funds can be secured to aid in the training of outstanding talent for the continued cultural development of this glorious community.

The Hollywood Bowl Association is deeply grateful and appreciative for the continued support and interest extended at all times by the Board of Supervisors and members of the County departments, as well as to the Government local office and W.P.A., all of whom seem to have entered into the spirit of developing the Bowl in the interest of all citizens alike throughout this great commonwealth.

The Officers and Directors also recognize the continued and helpful service extended by the Easter Sunrise Service group and the Southern California Symphony Association.

We are very happy to announce that the Southern California Symphony Assn. with Mrs. Leiland Atherton Irish in charge of production is again sponsoring the Summer concerts. Symphony concerts, operas and special attractions will again be the policy of that Association for the season according to Mrs. Irish, assuring another outstanding season of Symphonies Under The Stars.

—C. E. Toberman.

#### IN APPRECIATION

Again the Hollywood Community Chorus wishes to express its most sincere gratitude to all the artists who have so graciously given of their time and talents to Hollywood at the weekly "Sing." Often at great inconvenience and many times at a financial loss, these artists have come to give unselfishly of their genius. They have kept high the standard of the Community Chorus in musical appreciation and the highest praise is due them for their generosity.





## The Poster Contest

Cooperation is the keynote to the success of the community life of Hollywood. In all organizations the desire to cooperate has been fostered and for this reason people of all ages, of all creeds, and of all walks of life have banded together to promote civic enterprises. This is particularly true of the Easter Sunrise Service. One part of this great service is the cooperation on the part of the art students in our Senior High Schools of Hollywood. The Art Departments of Hollywood High School, Fairfax High School and John Marshall High School have for many years made the Easter Service a part of their spring art projects. Early in the winter the instructors in art of these schools urge the students to take an active interest in the Easter program by making posters with the Easter motif. These posters

have been displayed prominently throughout the business district of Hollywood. Much talent has been shown in these colorful posters and in order to stimulate further activity, prizes have been awarded to the young artist receiving the acclaim of the contest judges.

This year marks the tenth anniversary of the birth of this plan. It was in the spring of 1929 that the first poster contest was held and from its very beginning has been a success. The organization of this contest was wholly the idea of one man, an eminent artist of Hollywood, whose clever artistry has conceived and carried out the beautiful designs for the setting of the Easter Sunrise Service in Hollywood Bowl. The thanks of the whole community go out today on this anniversary, to that man, Francis William Vreeland.

## The Hollywood Community Chorus

(Continued from page 4)

simpler form of entertainment and the Sing fills this need perfectly. There is no charge for admission to the Tuesday evening meetings and membership cards are not required. One and all are welcome to this delightful evening of entertainment. Now and then a vaudeville or specialty night is held with a slight charge for admission, but these are given only when necessary to "balance the budget." The public's cooperation is invited. Through all the years of the Sing its officers and directors have been most faithful and to them the Sing owes a great debt of gratitude. Special tribute should be paid to this year's president, Mrs. Edith H. Goodheart, who, out of her busy life, finds time to devote many hours to the details of carrying

out the duties incumbent upon her office. Her popularity can easily be seen by the fact that she is now completing her third year as president. The Hollywood Community Chorus salutes her.

War clouds hanging low over Europe, bombs bursting in the Orient do not make for a pleasing picture of the world today. But our United States are still under one banner and we can preserve its unity in many ways, not the least of which is by singing together. More than two decades have passed since our soldiers entered the World War, but still the need for united comradeship in community life is urgent. The Hollywood Community Chorus sees this need and by its own method contributes materially to the enrichment of community life.



## The Lily Processional

A traditional part of the Easter Services in Hollywood is the dedicatory ceremony of the Lily Processional on Saturday preceding Easter. On the afternoon of that day after the sun has begun to set behind the hills surrounding the Hollywood Bowl, a procession winds up Pepper Tree Lane carrying calla lilies to be used in the decorative scheme for the Easter morning service.

Friends and neighbors meet under the shady pepper trees and

after depositing their blooms on an improvised cross they take their seats to listen to a short service of song and reading. The calla lily is the traditional flower for use in Hollywood Bowl on Easter and as many as fifteen thousand blossoms have been used. Their pure white petals become more beautiful because many of them are gifts from community gardens, brought to this Lily Processional and there dedicated to the task of completing the Easter theme.

## Program

### TRUMPET CALL— MARCH—

Ellis Levy Violin Choir.      Mrs. Henry Lyman, Accompanist

### LILY PROCESSIONAL PSALM OF EASTER . . . . .

Words and Music by Josephine Forsyth  
Childrens' Chorus

### INVOCATION . . . . .

James H. Lash, D.D.

### BROTHER JAMES AIR . . . . .

Gordon Jacob

### BALLAD OF THE TREES . . . . .

H. A. Mathews

### BEAUTIFUL SAVIOR . . . . .

F. Mellius Christiansen

A Capella Choir of the Los Angeles City College.

Ralph Peterson, Conductor

### READING—"Selfish Giant"

Nelson Leigh

### GETHSEMANE . . . . .

Sol Cohen

Michael Sorensen, Baritone; Marie B. Sale, Violinist; Mrs. Henry Lyman, Accompanist

### BENEDICTION . . . . .

James H. Lash, D.D.

## The Sunrise Chorus

Any Tuesday afternoon during the last four weeks of the Lenten Season, a tourist strolling west on Hollywood Boulevard near La Brea Avenue, may hear the strains of that beautiful old song Lyra Davidica, pour forth from the Hollywood Congregational Church. The notes of the organ fused with the clear sweet voices of children carry the Easter message in music as the Sunrise Chorus prepares its part of the great civic Easter dawn service. There again the youth of the community are working in co-operation with their adult fellow citizens in presenting to their community the Sunrise Service in Hollywood Bowl.

For weeks the young people gather to rehearse under the capable direction of Mr. Hugo Kirchhofer, musical director, with Inez Jacobson, the talented musician, presiding at the organ. Children of five years and young people in their late 'teens consider it a privilege to participate in this chorus. They come not only from homes in the vicinity, but from as far away as Long Beach.

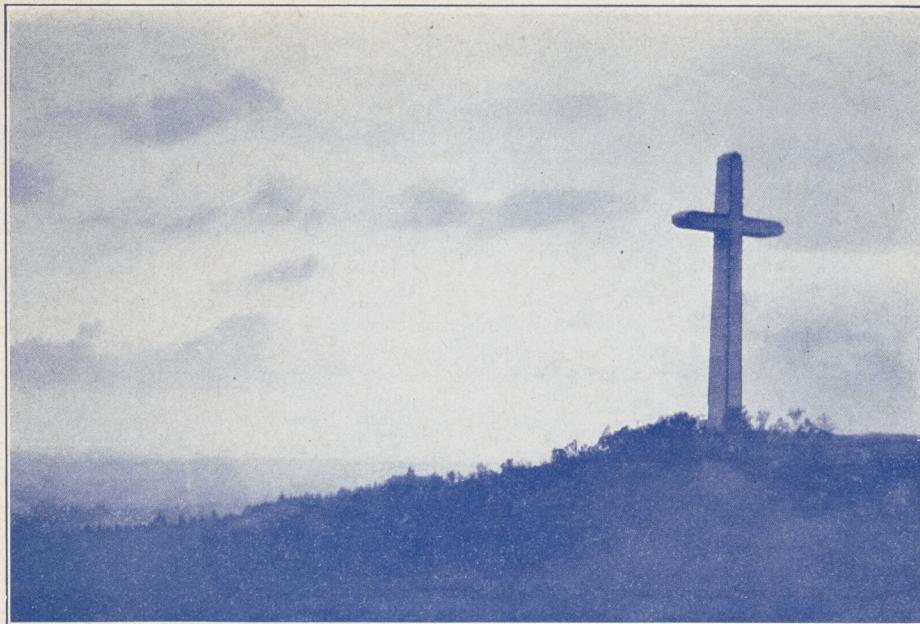
To describe in words the setting of this choral number and its effect on the vast Bowl audience is an impossible task. To see and to hear this climax of the Sunrise Service brings awe and inspiration to every one. Robed in black gowns, the chorus choir is seated on a platform in the shape of a cross, scarcely noticed in the heart of the great shell of the stage. But with a signal from its director the choir rises silently and with a single motion black robes are doffed and the living cross stands revealed in snowy white. From their throats, and from their hearts comes the grand hymn, "Christ the Lord is Risen Today." As the last note dies away, the triumphant song is ended and the choir is seated. But no man, woman or child is there in the audience who has not benefited from this music. Few are those who leave the Bowl and cannot feel the significance of the message of the Sunrise Chorus. For those moments at least they have felt the touch of the divine, and have been in tune with the Infinite.

## Easter Breakfast

At the close of the Easter Sunrise Service in the Bowl, a community breakfast will be served at the Woman's Club of Hollywood, Hollywood Boulevard at La Brea. This breakfast is open to the public but reservations must be made at the club office before Good Friday noon.

## Program

|  |   |
|--|---|
| <b>INVOCATION</b>  | Steward MacLennan, D.D.   |
| <b>"LORD'S PRAYER"</b>                                   | Music by Josephine Forsyth  |
| Jack Shafer, Baritone                                    | Josephine Forsyth, accompanist  |
| <b>Presentation of Presidents and Committee</b>          | Mrs. DeVer D. Gray, President of Woman's Club of Hollywood  |
| <b>QUARTETTE—"Jesus Christ is Risen Today"</b>           | Joyce Hunter, Soprano; Philip Benton, Tenor; Bee Shelly, Contralto, Tudor Williams, Bass; Zella Cannon, Accompanist |
| <b>Presentation of Easter Sunrise Service Committee,</b> | Mrs. Burdette Chapman, General Chairman   |
| <b>SOLO—"Open the Gates of the Temple,"</b>              | Mrs. John Martin Hiss, Soloist; Mrs. John R. Hunt, Accompanist . Knapp  |
| <b>"Blest be the Tie that Binds."</b>                    |   |



## The Easter Sunrise Service

Seated in Hollywood Bowl this Easter morning in 1939 are a few persons who remember the simple setting of the first Easter Sunrise Service in Hollywood. On Whitley Heights two decades ago a small group of devout citizens clustered about an improvised platform to greet the resurrection morning. Through the years the service has grown rapidly and more and more space has been required to accommodate the increasing audience. From Whitley Heights the Easter Sunrise rites were moved to Olive Hill and thence to the Hollywood Bowl. The service with its simple appeal draws thousands, and hours before the first trumpet call which heralds the dawn, every seat in the great outdoor amphitheatre is taken.

The Easter Sunrise Service in Hollywood Bowl is similar to the conventional church service in its order of procedure, but its setting, the hush of nature, the gradual

dawning of the new day with starry skies giving way to the sun's bright rays adds an inspiration which will long remain in the memory of every participant.

This Easter Sunrise Service in Hollywood Bowl is for everyone. No lines of color, creed or race are followed and man's long cherished desire for universal brotherhood seems almost to have been accomplished. Great artists lend their talents to the service and choral singers and soloists add to the beauty of the occasion. Audience and artists unite in welcoming the dawning of a new day.

Many weeks of planning precede the actual service and the civic committee faces a gigantic task to carry out the countless necessary details. The Easter Sunrise Service is a community project, however, and all who participate in it are contributing materially to the cultural life of their city.

# The Easter Sunrise Service Committee

» » 1939 « «

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Mrs. Burdette H. Chapman



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Mrs. Chapman



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lan.

**EASTER COMMUNITY BREAK-  
FAST:** Woman's Club of Hollywood,  
Hostess, Mrs. Gray, Chairman, Co-  
hostesses: Hollywood Opera Read-  
ing Club, Mrs. Alexander Adams,  
Pres., Los Feliz Women's Club, Mrs.  
John R. Hunt, Pres., Woman's Divi-  
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Clubs assisting: Community Sing, Mrs. Goodheart; Woman's Club of Hollywood, Mrs. Gray; Opera Reading Club, Mrs. Bush; Y.W.C.A., Miss Jessica Lawrence; Soroptimist, Miss Shattuck; The Velada Club, Mrs. Bozwell; Los Feliz Women's Club, Mrs. Hunt; Ebell Garden Club, Mrs. Wilfred L. Grant; Friday Morning Club, Mrs. Henry Bash; Hollywood Knolls Garden Club, Joan Woodbury; Bel-Air Garden Club, Mrs. Ray Thomas; Lane Tree Club, Mrs. Rodman Robeson.

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**R. O. T. C. [Ushers and Collection]:** Charles McIntosh, President; Student Body, Hollywood High School.

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Parking: Edward Trautman.

Placement: Maurice Katleman.

★ ★ ★

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W. R. Stewart

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# Program



## HOLLYWOOD BOWL EASTER SUNRISE SERVICE

Sunday, April 9th, 1939 — 5 to 6 A.M.

(Kindly refrain from talking and applause)

ANNOUNCEMENT . . . . . Dana H. Bennett

ORGAN PRELUDE . . . . . John B. Nield, Organist

SUNRISE TRUMPET CALL—"Gloria Patri" . Charles Meineke  
Trumpeters: Inice Millican, Sadie Duncan, Grace Hall, Betty Hooper,  
Evelyn Barton, Muriel White

"EASTER SONG" . . . . . Dickinson  
Lutheran Choral Union of Southern California, Rev. Alvin A. Snesrud, Director  
Esther Lindhardt, Accompanist; John B. Nield, Organist

INVOCATION . . . . . Dr. Harold L. Proppe  
(First Baptist Church of Hollywood)

RESPONSE—"The Lord's Prayer" . . . . .  
Musical Setting by Josephine Forsyth  
The Composer at the Piano; Harp Accompanist, Julie Kellar  
Lutheran Choral Union of Southern California  
Rev. Alvin A. Snesrud, Director; John B. Nield, Organist

SCRIPTURE READING . . . . . Dr. Glenn R. Phillips  
(First Methodist Church of Hollywood)

CONGREGATIONAL SINGING—"Holy, Holy, Holy" . John Dykes  
Hugo Kirchhofer, Director  
Inez Jacobsen, Pianist; John B. Nield, Organist  
(All are requested to sing)

MESSAGE—"The Greater Victor" . . . . Dr. Arthur H. Wurtele  
(St. Thomas Episcopal Church)

"Christ the Lord Is Risen Today" . . . . Lyra Davidica  
Easter Sunrise Chorus  
Hugo Kirchhofer, Director; Inez Jacobsen, Organist

OFFERTORY—"Now Let Every Tongue Adore Thee" . Bach  
Lutheran Choral Union of Southern California  
Rev. Alvin A. Snesrud, Director

Organ Interlude . . . . . John B. Nield, Organist

"Beautiful Savior" . . . . . Christiansen  
Lutheran Choral Union of Southern California  
Rev. Alvin A. Snesrud, Director

SALUTATION OF THE DAWN . . . . . Herbert Marshall

"Fulfillment" . . . . . Mario Chamlee, Tenor  
Blanche Hennion Robinson, Composer, at Piano

"Hallelujah Chorus" from the "Messiah" . . . . . Handel  
Lutheran Choral Union of Southern California  
Rev. Alvin A. Snesrud, Director  
Esther Lindhardt, Pianist; John B. Nield, Organist

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